

1994  
Origin  
&  
Destination  
Survey

Summary Report

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## INTRODUCTION

Lane Transit District conducted the 1994 Origin and Destination Survey between April 30 and May 19, 1994. The purpose of the survey was to measure the travel patterns and socio-economic characteristics of LTD riders. In order to consistently measure ridership trends, the questionnaire was substantially the same as the ones distributed in 1988 and 1990, although LTD Planning, Marketing, and Administrative staff made adjustments to account for new information needs, such as how many customers use group passes. A copy of the 1994 survey is located in Section F.

### Conducting the Survey

During the two week span of the survey, dozens of surveyors distributed questionnaires to riders on every bus trip that was scheduled for one typical weekday, Saturday, and Sunday of spring service. Surveyors were instructed to ask all riders to fill out a survey form on the bus. If a rider had already completed a survey, he or she was asked to complete only the box on the front side of the survey, to make sure origin/destination, fare, and other front-side information could be gathered for **every rider on every trip**. If a rider refused, surveyors tried to at least record the rider's origin and destination.

A total of 33,975 surveys were processed. The number of surveys totaled 20,440 for weekdays, 8,863 for Saturday, and 4,586 for Sunday. This represents approximately 87 percent of average weekday rides counted by bus operators during this period, 74 percent of average Saturday rides, and 83 percent of Sunday rides. The high response rate and sample size assure a high degree of survey reliability.

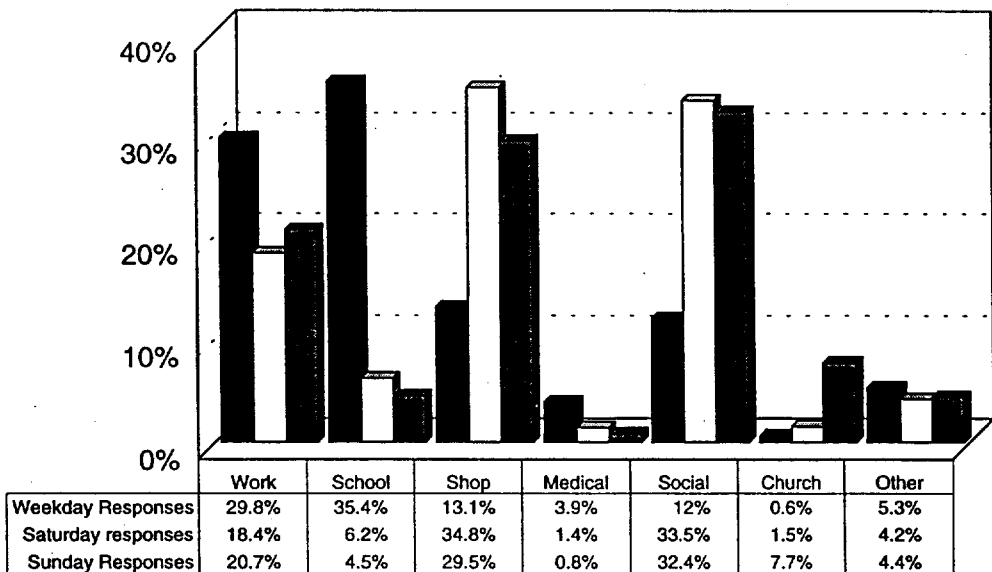
### The Summary Report

The results of the survey have been useful for service planning, fare research, and marketing efforts. This summary document reports the results by means of frequency tables; in essence, the reporting the answers to the questions asked in the survey.

The summary report is divided into four sections: **Travel Behavior, Fare Information, Demographics, and Rider Attitudes**. Most of the results are reported in frequency tables, separated by weekday, Saturday, and Sunday, then totaled for 1994 and compared to 1990 totals. Brief text and graphics are also used to explain the numbers. Detailed analysis is left for specific projects, but if the reader has questions or comments about survey results, please call the LTD Service Planning and Marketing Department.

# Trip Purpose

(excludes "Home" -43% of Responses)



1994

■ Weekday Responses □ Saturday responses ■ Sunday Responses

### TRIP PURPOSE: ORIGIN & DESTINATION

**Question 1:** *Where were you coming from when you boarded THIS bus?*

7: *Where are you going?*

Because a significant majority eventually leave and return “home” (43 percent of responses), “home” has been omitted as a category from this analysis.

On weekdays, the largest percentage of riders started from or ended at “school” (35.4 percent). The 1994 origin and destination percentages for the “school” category are 2.5 percent lower than the “school” category of 1990. The category “work” was the next major category, followed by “shopping” and “social.”

It is not surprising that there are significant differences in percentages between weekday, Saturday, and Sunday riders. "Shopping," followed by "social" and "work," were the main reasons given for taking trips on the weekends. The percentage of riders taking the bus to work during weekdays has increased 4.5 percent from 1990, while the percentages of riders going to work on the weekend has declined.

## TRIP PURPOSE \*

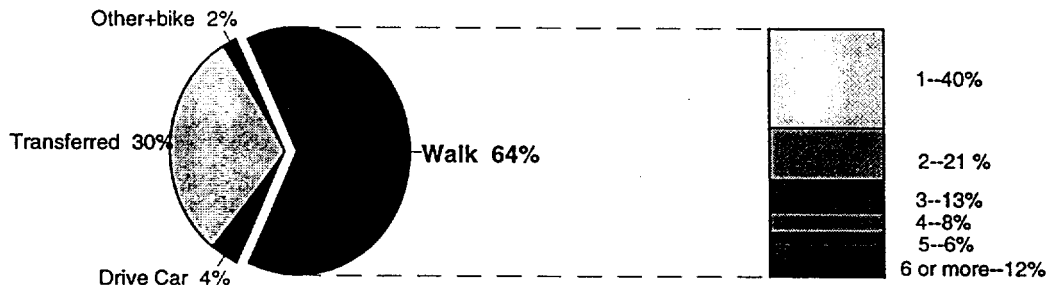
Trip Purpose	1994				1990			
	Weekday	%	%	% Pt. Change	Saturday	%	Sunday	%
Work	4,676	29.8%	25.3%	4.5%	513	18.8%	258	18.7%
School	5,559	35.4%	37.9%	-2.5%	194	7.1%	59	4.3%
Shopping	2,052	13.1%	10.7%	2.4%	959	35.1%	438	31.7%
Medical	616	3.9%	2.8%	1.1%	46	1.7%	8	0.6%
Social	1,879	12.0%	7.6%	4.4%	844	30.9%	435	31.5%
Church	101	0.6%	0.4%	0.2%	50	1.8%	109	7.9%
Other	829	5.3%	0.7%	4.6%	127	4.6%	73	5.3%
Pers. Business	NA	NA	14.6%	NA	NA	NA	NA	NA
Totals	15,712				2,733		1,380	

\* Excludes "home" category, which accounted for 43 percent of responses.

# Mode Riders Use to get to Bus Stop

Mode of Travel Before  
Getting On Bus

If Walked To Bus  
Stop--Number of  
Blocks Walked



Source: 1994 O&D Survey

## MODE FROM ORIGIN TO BUS STOP

**Question 3:** *How did you get to the transit station or bus stop?*

A majority of LTD customers walk to and from their bus stops, but a significant percentage also need to transfer between buses. Other categories of modal use accounted for 6 percent.

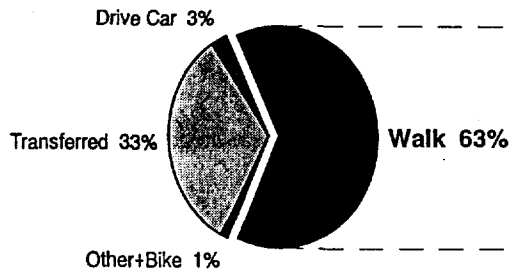
In 1994, 8.8 percent less riders walked to the bus, while 7.2 percent more riders transferred from another bus. If respondents answered "walked" to the question about how they get to and from their bus, they were asked how many blocks they had to walk. In general, riders do not have to walk very far to get to a bus stop. Over 61 percent of riders walk two blocks or less. Approximately 18 percent of riders walk five or more blocks (over one-quarter mile). These percentages are consistent with the findings from the 1990 survey.

## MODE USED TO GET TO BUS STOP FROM ORIGIN

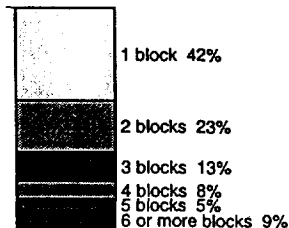
MODE TO BUS	Weekday Responses	Wkday %	Saturday Responses	Sat. %	Sunday Responses	Sun. %	1994 Total	1994 Total %	1990 %	% Point Change
Walk	9,394	63.6%	3,612	63.5%	1,953	65.2%	14,960	63.8%	72.6%	-8.8
Transferred from another bus	4,412	29.9%	1,789	31.5%	886	29.6%	7,087	30.2%	23.0%	7.2
Drive car	697	4.7%	203	3.6%	103	3.4%	1,003	4.3%	3.3%	1.0
Bicycle	141	1.0%	42	0.7%	15	0.5%	199	0.8%	0.6%	0.2
Other	124	0.8%	41	0.7%	41	1.4%	206	0.9%	0.5%	0.4
Totals	14,768		5,688		2,998		23,454			

# How Riders Get to Their Destination After Getting Off the Bus

Mode of Travel After  
Getting Off Bus



IF WALKING TO  
DESTINATION -- Number  
of Blocks Walked



Source: 1994 O&D Survey



## MODE TO DESTINATION FROM BUS STOP

**Question 6:** *How will you get to your destination after getting off this bus?*

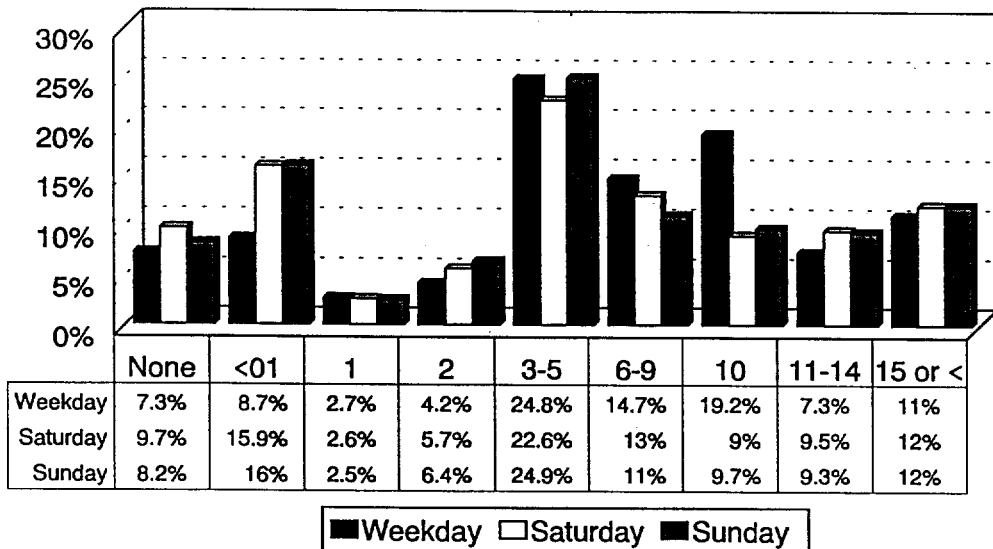
A majority of LTD customers walk to their destination from the bus stop, while a significant percentage also need to transfer between buses.

If respondents answered "walked" to the question about how they get to and from their bus, they were asked how many blocks they had to walk. Over 65 percent of customers walked less than two blocks to reach their destination. Only 14 percent of riders had to walk five or more blocks (over one-quarter mile).

## MODE USED TO GET TO DESTINATION FROM BUS STOP

MODE FROM BUS	Weekday Responses	Wkday %	Saturday Responses	Sat. %	Sunday Responses	Sun. %	1994 Total	1994 Total %	1990 %	% Point Change
Walk	9,714	64.3%	3,677	61.5%	2,009	61.8%	15,399	63.3%	70.4%	-7.1
Transfer to another bus	4,741	31.4%	2,075	34.7%	1,138	35.0%	7,954	32.7%	26.2%	6.5
Drive car	456	3.0%	140	2.3%	65	2.0%	662	2.7%	2.2%	0.5
Bicycle	114	0.8%	35	0.6%	17	0.5%	166	0.7%	0.7%	0.0
Other	72	0.5%	47	0.8%	23	0.7%	143	0.6%	0.5%	0.1
Total	15,097		5,974		3,252		24,323			

## Number of One-way Trips Taken Per Week



Source: 1994 O&D Survey

## WEEKLY TRIPS

**Question 16:** *How many one-way trips do you USUALLY take by bus during an average week?*

The 1994 O&D Survey shows that customers are riding less frequently. Almost 35 percent of respondents reported that they ride frequently; that is, at a level of 10 or more trips per week. This represents a slight decline from 1990, when 36 percent reported frequent ridership.

Moderate ridership (3-9 trips per week) was reported by 38 percent of customers, which is an increase of 4 percent from 1990.

Fewer people reported that they took the occasional two or less trips per week than in 1990 (27 percent in 1994 vs. 29.2 percent in 1990), which continues a trend in decreases in this category since 1988.

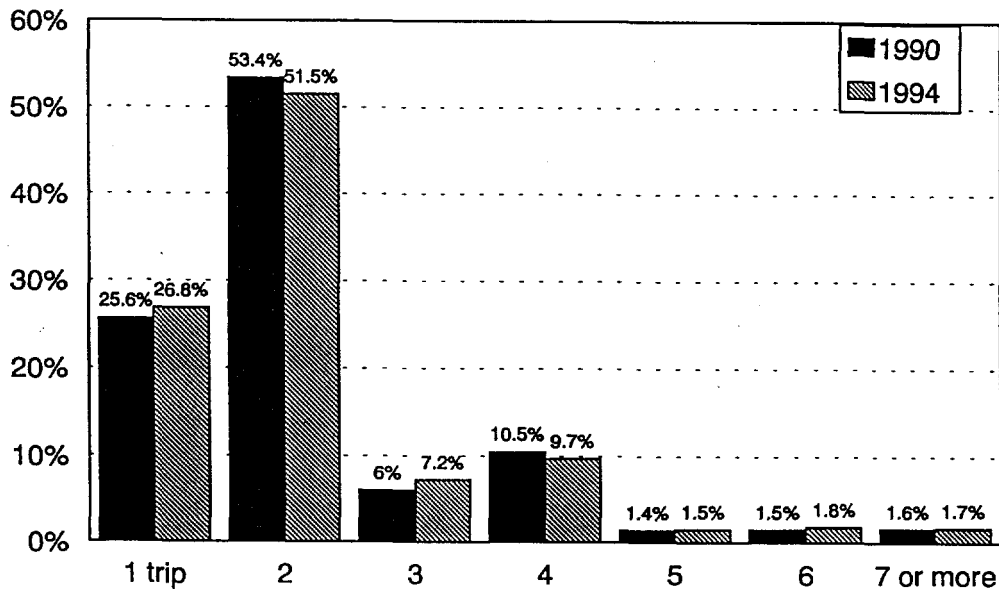
A higher proportion of weekday riders reported their ridership level at 10 trips or more (37.5 percent) than on weekends (30.7 percent). Customers surveyed on weekends reported more occasional ridership than on weekdays.

## AVERAGE NUMBER OF TRIPS PER WEEK

Average Trips Per Week	Wkday		Sat.		Sun.		1994	1994	1990	%
	Weekday	%	Saturday	%	Sunday	%	Total	Total %	%	Pt. Chg
none	404	7.3%	239	9.7%	85	8.2%	728	8.0%	8.7%	-0.7
Less than 1 trip	480	8.7%	394	15.9%	166	16.0%	1,040	11.5%	12.1%	-0.6
1 trip	152	2.7%	64	2.6%	26	2.5%	242	2.7%	1.9%	0.8
2 trips	232	4.2%	141	5.7%	66	6.4%	439	4.8%	6.5%	-1.7
3 to 5 trips	1,378	24.8%	558	22.6%	258	24.9%	2,194	24.2%	21.2%	3.0
6 to 9 trips	815	14.7%	321	13.0%	114	11.0%	1,250	13.8%	12.8%	1.0
10 trips	1,067	19.2%	223	9.0%	101	9.7%	1,391	15.4%	16.9%	-1.5
11 to 14 trips	407	7.3%	236	9.5%	97	9.3%	740	8.2%	8.0%	0.2
15 or more trips	612	11.0%	297	12.0%	125	12.0%	1,034	11.4%	11.0%	0.4
Total	5,547		2,473		1,038		9,058			

# Number of Daily Trips Planned For Today

1990 vs 1994



Source: 1990 & 1994 O & D Surveys

## DAILY TRIPS

**Question 15:** *How many one-way trips do you plan to take by bus TODAY? (NOTE: count a trip from a starting place to destination as one (1) one-way trip, even if you have to transfer between buses. Count a round trip as two (2) one-way trips.)*

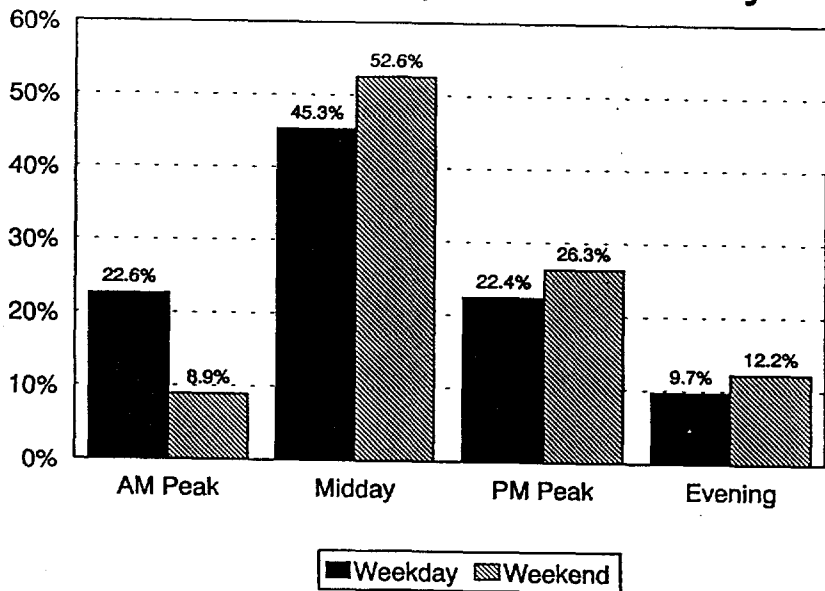
Most respondents (51.5 percent) indicated that they planned to take a total of two trips on the day they were surveyed. Another 26.8 percent planned one trip that day. The category representing four trips taken today had the third highest value (9.7 percent), but generally very few people planned to take more than four trips on the day of the survey. These percentages were consistent throughout the week.

There has been a slight shift in the number of respondents who answered that they would take one trip in 1990 (1.2 percentage point increase) toward answering that they would take two trips in 1994 (1.9 percent decrease). Also in 1994, a slightly lower percentage of people said they would take four trips per day. There is also an increase for all those (grouped together) who said they would take more than four trips that day.

## NUMBER OF DAILY TRIPS PLANNED FOR TODAY

Daily Trips	Wkday		Sat.		Sun.		1994	1994	1990	% Pt.
	Weekday	% Saturday	% Sunday	% Sunday	%	%	Total	Total %	%	Chg.
1 trip	1,451	26.2%	646	26.1%	331	31.9%	2,428	26.8%	25.6%	1.2
2	2,932	52.9%	1,232	49.8%	497	47.9%	4,661	51.5%	53.4%	-1.9
3	379	6.8%	216	8.7%	59	5.7%	654	7.2%	6.0%	1.2
4	526	9.5%	256	10.4%	96	9.2%	878	9.7%	10.5%	-0.8
5	85	1.5%	42	1.7%	11	1.1%	138	1.5%	1.4%	0.1
6	110	2.0%	43	1.7%	13	1.3%	166	1.8%	1.5%	0.3
7 or more	87	1.6%	55	2.2%	15	1.4%	157	1.7%	1.6%	0.1
Total	5,570		2,490		1,022		9,082			

# Ridership Time of Day



Source: 1994 O&D Survey

## RIDERSHIP TIME OF DAY

**Question:** *Not a question answered by respondents. Answer supplied by survey distributor.*

The largest percentage of people ride during the midday time period. While this is almost half of the day's ridership, as compared to the other time periods, it also represents the longest time period with the greatest amount of available service.

While the weekday and weekend percentage of riders at midday are similar, ridership during the morning and afternoon peaks are more evenly distributed on weekdays than on weekends, a reflection of those riders who commute to work on weekdays for normal business hours.

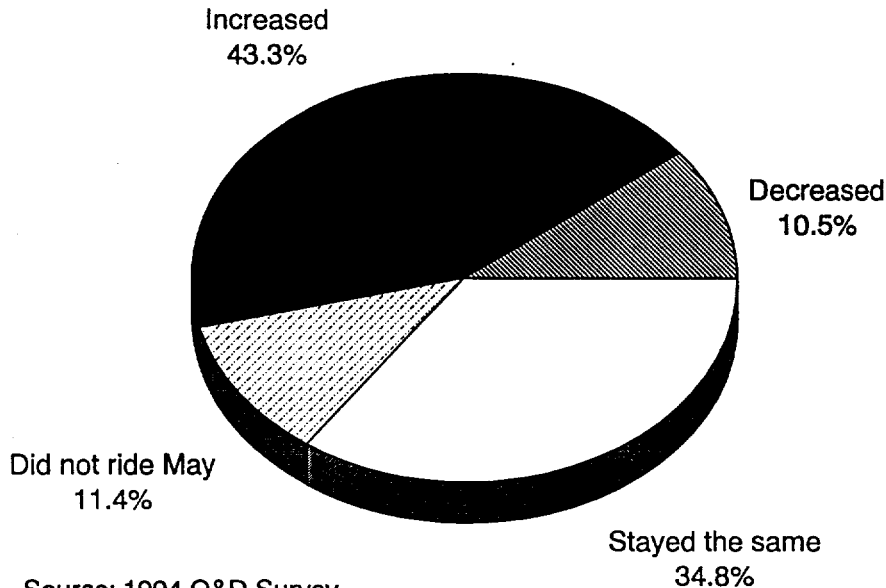
The percentage of evening ridership is almost equal on weekdays and weekends. The percentage of ridership by time of day for 1994 is consistent with the results of the 1990 survey.

## RIDERSHIP BY TIME OF DAY

Time Period	Weekday Responses	Wkday %	Saturday Responses	Sat. %	Sunday Responses	Sun. %	1994 Total	1994 Total %	1990 %	% Pt. Chg.
AM Peak	4,608	22.6%	819	9.3%	382	8.3%	5,809	17.2%	16.2%	1.0
Midday	9,254	45.3%	4,579	51.7%	2,490	54.3%	16,323	48.2%	47.9%	0.3
PM Peak	4,570	22.4%	2,218	25.1%	1,313	28.6%	8,101	23.9%	26.9%	-3.0
Evening	1,976	9.7%	1,235	14.0%	398	8.7%	3,609	10.7%	8.9%	1.8
Total	20,408		8,851		4,583		33,842			

\*AM Peak is up to 9am, Midday is from 9am-3pm, PM Peak is from 3pm-6pm, Evening is from 6pm on

# Bus Use Compared To Previous Year (May--1993)



Source: 1994 O&D Survey



## COMPARISON WITH MAY 1993 RIDERSHIP

**Question 17:** *Compared to May 1993, has your ridership increased or decreased?*

Almost half of the riders indicated that their ridership has increased since the previous year (43.3 percent). Ridership frequency stayed about the same for 34.8 percent of the riders. While 10.5 percent rode less than in May 1993, 11.4 percent did not ride the previous year.

### **CURRENT BUS USE COMPARED TO MAY -1993**

#### **Bus Use by Day Type**

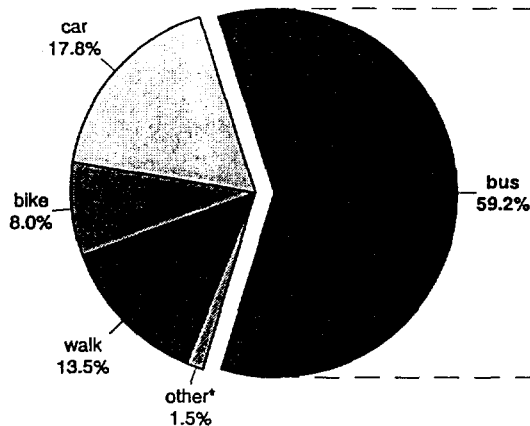
Bus Use To May-93	Weekday Responses	Wkday %	Saturday Responses	Sat. %	Sunday Responses	Sun. %
Decreased	509	9.1%	321	12.6%	135	12.8%
Increased	2,433	43.5%	1,125	44.0%	430	40.6%
Did not ride May	664	11.9%	268	10.5%	116	11.0%
Stayed the same	1,991	35.6%	840	32.9%	377	35.6%
Totals	5,597		2,554		1,058	

#### **Bus Use by Year**

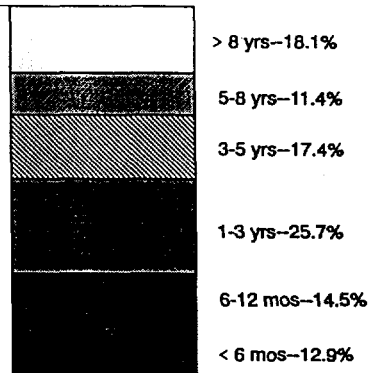
Bus Use To May-93	1994 Total	1994 Total %	1990 %	% Point Change
Decreased	965	10.5%	11.4%	-0.9
Increased	3,988	43.3%	45.7%	-2.4
Did not ride May	1,048	11.4%	12.9%	-1.5
Stayed the same	3,208	34.8%	30.0%	4.8
Totals	9,209			

# Primary Mode Of Transportation

Rider's primary mode of transportation



Number of years that the bus has been the primary mode of transportation



Source: 1994 O & D Survey

\*Other includes motorcycle/moped, carpool, and other

## TYPE OF TRANSPORTATION USED

**Question 12, Part I:** *Put a "1" next to the type of transportation you use most often during the week and a "2" next to the type you use second most often. (Mark only two.)*

**Question 12, Part II:** *If you listed "bus" as the type of transportation you use most (#1), how long has the bus been your most often used type of transportation? \_\_\_ Months or \_\_\_ years*

For the majority of LTD riders, the bus is the **primary** form of transportation used. However, many riders also chose "car" (17.8 percent) or "walk" (13.5 percent). More than one-quarter of the riders also chose the bus as their secondary type of transportation. Given the high percentage of respondents who indicated that they ride the bus because they did not have a car available, it follows that most survey respondents would answer in this manner.

However, bus use as a primary mode of transportation has decreased by 1.4 percent since 1990 and a total of 5.7 percent since 1988. Bike use was the only primary alternative mode of transportation that saw an increase in its use. The largest decline of a primary mode of transportation was those who carpooled. Car use declined 1.4 percent as a secondary mode of transportation but increased 1.5 percent as a primary mode.

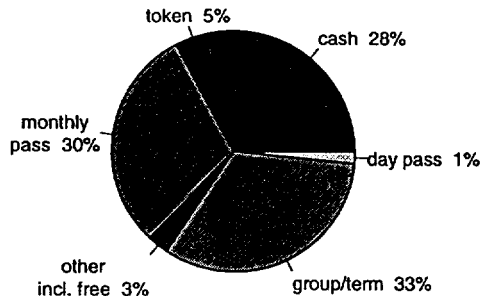
Out of the 59 percent of the respondents who said that the bus was the type of transportation most often used, almost half (47 percent) said that the bus has been their primary transportation for three or more years.

## TYPE OF TRANSPORTATION MOST OFTEN USED

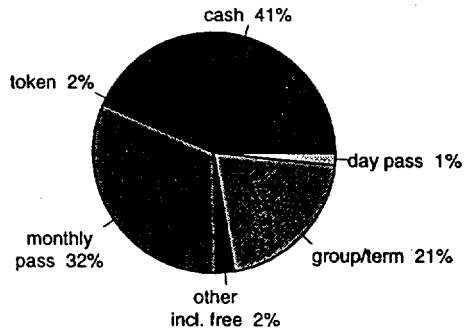
Mode	1994				1994			
	Primary Type	1994 %	1990 %	% Pt. Change	Secondary Type	1994 %	1990 %	% Pt. Change
Bus	5,963	59.3%	60.7%	-1.4%	2,244	27.5%	25.6%	1.9%
Car	1,791	17.8%	16.3%	1.5%	1,993	24.4%	25.8%	-1.4%
Walk	1,362	13.5%	13.5%	0.0%	2,734	33.4%	34.5%	-1.1%
Bike	801	8.0%	7.4%	0.6%	940	11.5%	10.8%	0.7%
Motorcy / Moped	27	0.3%	6.0%	-5.7%	46	0.6%	1.1%	-0.5%
Carpool	86	0.9%	8.0%	-7.1%	147	1.8%	1.6%	0.2%
Other	33	-0.3%	6.0%	-5.7%	70	0.9%	0.6%	0.3%
Totals	10,063				8,174			

# 1994 Fare Categories

## Weekday vs. Weekend



**Weekday**



**Weekend**

Source: 1994 O&D Survey

## TYPE OF FARE USED

**Question 4:** *How did you pay for this trip? If you transferred from another bus, please indicate your original fare. (Mark only one.)*

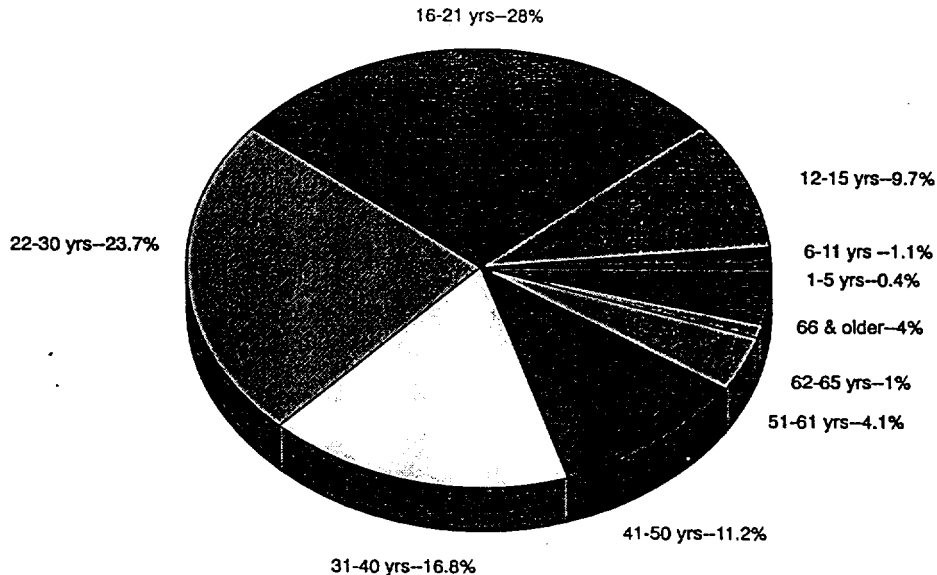
The prevalent form of weekday fare payment is the pass. While cash was the largest single weekday fare category in previous years, the group/term pass has become the largest single weekday fare category in 1994 (33 percent). This can be attributed to the marketing of group passes to local businesses based on the success of the University of Oregon group pass program. The second most used fare category are the monthly passes, which account for 30 percent of weekday fares. Cash is the third most used weekday fare category, with 28 percent of the weekday fares collected.

During the weekends, the fare category that receives the most use is cash at 41 percent, followed by the monthly pass at 32 percent and group/term pass at 21 percent. The use of the group/term pass is much lower on the weekend because many of the group passholders use the pass to get to work or school.

## FARE TYPE USED

Type of Fare	Weekday	1994 %	1990 %	Sat.	1994 %	1990 %	Sun.	1994 %	1990 %
Cash	4,125	28.1%	26.2%	2,365	40.3%	46.9%	1,289	43.9%	47.9%
token	669	4.6%	6.1%	111	1.9%	2.8%	73	2.5%	1.9%
monthly pass	4,432	30.2%	23.6%	1,938	33.0%	24.2%	855	29.1%	26.1%
multimonth pass*	501	3.4%	4.6%	164	2.8%	4.7%	105	3.6%	5.0%
day pass	219	1.5%	2.4%	108	1.8%	1.3%	23	0.8%	1.1%
LCC pass	1,119	7.6%	7.1%	219	3.7%	3.7%	96	3.3%	2.6%
other pass*	362	2.5%	5.7%	117	2.0%	4.4%	37	1.3%	4.0%
group pass	3,202	21.8%	23.3%	814	13.9%	11.4%	450	15.3%	10.5%
LTD emply. pass	59	0.4%	0.9%	35	0.6%	0.7%	11	0.4%	0.9%
Totals	14,688			5,871			2,939		

# Age of Riders



Source: 1994 O&D Survey

## AGE

### Question 13: What is your age?

The greatest percentage of riders are between the ages of 16-21 (28 percent) and 22-30 (23.7 percent). Together, these age groups represent 51.7 percent of all riders. University students account for almost 30 percent of these riders since the implementation of the Group Pass Program has caused a great increase in student ridership. The remainder of riders are predominantly LCC and high school students. UO and LCC students account for over one-quarter of the 31-40 age group as well, as recent years have seen an increase of "older" students. This age group has the third highest percent of riders. The percentage of riders in each successive and prior age group gets smaller as they move away from the 16-21 and 22-30 age groups (except for the 66+ age group).

The percentage of riders in each age category that ride during weekdays, Saturdays, and Sundays remains relatively constant, with the exception of ages 12-15 and 31-40. The percentage of riders ages 12-15 is greater on weekends than weekdays, and the percentage of riders ages 31-40 is less on weekends than on weekdays. The former group is likely junior high students, not old enough to drive, who ride to participate in various other activities on weekends.

Since 1990, the largest increase in ridership was those between the ages of 41-50 (+3.3 percent), while the largest decrease in ridership was those 66 and older (-1.7 percent). Ridership has also decreased in the 22-30 age group, which had been increasing in prior years. Ridership has also increased for those between the ages of 31-40, which may be attributed to the implementation of several new group pass programs.

## AGE

Age	Weekday Responses	Wkday %	Saturday Responses	Sat. %	Sunday Responses	Sun. %	1994 Total	1994 Total %	1990 %	% Pt. Change
1-5 yrs	24	0.4%	12	0.5%	6	0.5%	42	0.4%	1.7%	-1.3
6-11	54	0.9%	31	1.2%	23	2.1%	108	1.1%	0.5%	0.6
12-15	450	7.8%	362	13.8%	111	10.2%	923	9.7%	8.8%	0.9
16-21	1,580	27.4%	772	29.4%	308	28.2%	2,660	28.0%	27.5%	0.5
22-30	1,432	24.8%	553	21.0%	262	24.0%	2,247	23.7%	24.8%	-1.1
31-40	1,029	17.8%	391	14.9%	172	15.7%	1,592	16.8%	15.5%	1.3
41-50	687	11.9%	259	9.9%	118	10.8%	1,064	11.2%	7.9%	3.3
51-61	243	4.2%	108	4.1%	37	3.4%	388	4.1%	4.0%	0.1
62-65	59	1.0%	25	1.0%	7	0.6%	91	1.0%	1.6%	-0.6
66 & older	210	3.6%	116	4.4%	49	4.5%	375	4.0%	5.7%	-1.7
Total	5,768		2,629		1,093		9,490			

## RACE

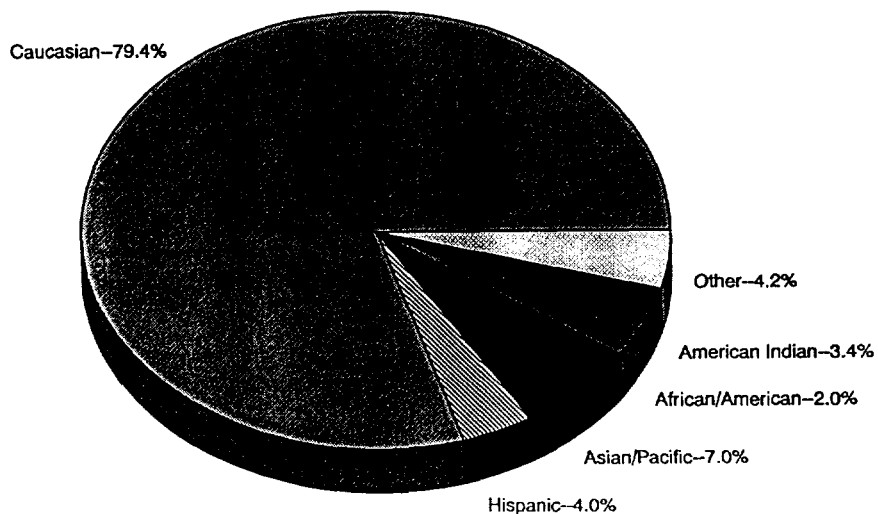
**Question 23B:** *(Optional) How would you classify yourself?*

The 1994 O&D Survey was the first to ask this question of the bus riders, and clearly indicated the question as optional. Of the over 7,000 riders who responded to this question, the majority answered Caucasian (79.4 percent), while the category that received the second largest number of responses was "Asian/Pacific" (7 percent). The third highest category was those who marked "other" (4.2 percent).

## RACE

Racial Background	1994 Total	1994 %
Caucasian	5,750	79.4%
Hispanic	287	4.0%
Asian / Pacific Is.	504	7.0%
African / American	148	2.0%
American Indian	245	3.4%
Other	305	4.2%
Totals	7,239	100.0%

## Racial Background



Source: 1994 O&D Survey



## SEX

### Question 13B: *What is your sex?*

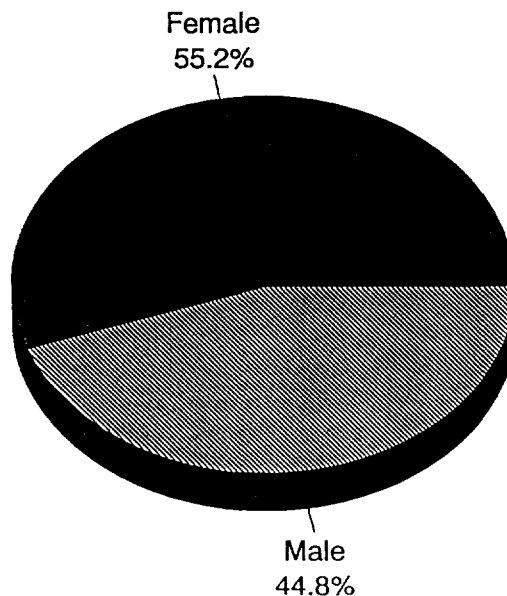
Currently 55.2 percent of riders are female, while 44.8 percent of riders are male. The difference between the number of male and female riders has increased since the 1990 O&D Survey, while in previous years the difference had decreased. The percentage point spread has changed from 8.6 percent in 1990 to 10.4 percent in 1994.

There is no significant change in percentage between weekdays and weekends.

## SEX OF RIDERS

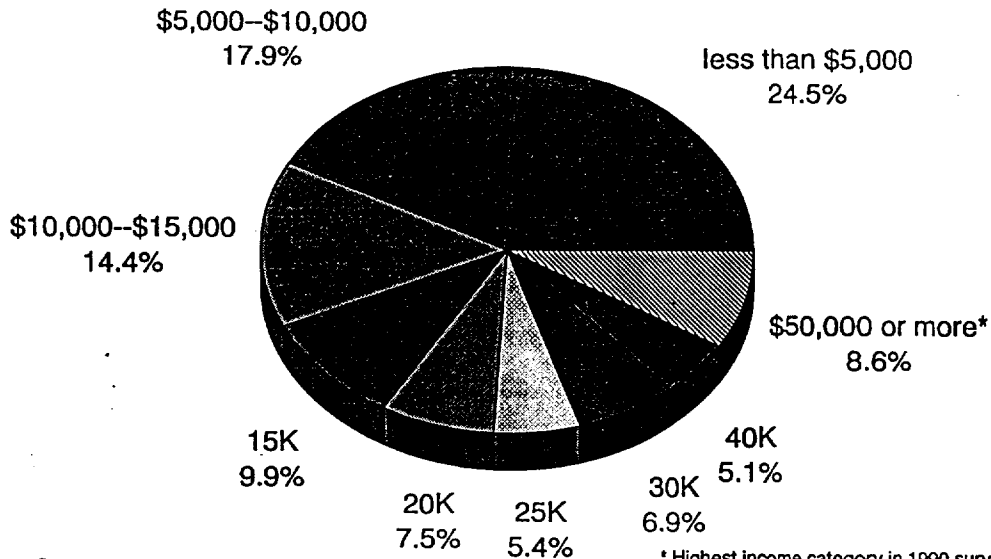
Sex	Weekday Responses	Wkday %	Saturday Responses	Sat. %	Sunday Responses	Sun. %	1994 Total	1994 Total %	1990 Total	% Point % Change
Male	2,472	44.5%	1,124	44.9%	483	46.1%	4,079	44.8%	45.7%	-0.9
Female	3,087	55.5%	1,381	55.1%	564	53.9%	5,032	55.2%	54.3%	0.9
Total	5,559		2,505		1,047		9,111			

## Sex of Riders



Source: 1994 O&D Survey

# Annual Household Income



Source: 1994 O&D Survey

\* Highest income category in 1990 survey was "more than \$40,000"

## INCOME

**Question 14:** *What is your approximate annual household income?*

Almost one-fourth of the riders (24.5 percent) have an annual income under \$5,000. This is significantly less than the percentage of 1990 respondents falling into this category (32.7 percent), and represents a steady decline since 1988. While many low-income families use the transit system, many students also fall into this category.

Those riders with an annual income of \$5,000 to \$9,999 represent 17.9 percent of all riders, which has declined 3.7 percentage points since 1990. Other income categories have shown little increase in percentage points.

The percentage of rides in each income level remains relatively constant through the entire week (weekdays, Saturdays, and Sundays) with the exception of those who have an annual household income less than \$5,000. The ridership of people in this income level appears to increase during the weekend.

### ANNUAL HOUSEHOLD INCOME

Annual Household Income	Weekday Responses	Wkday %	Saturday Responses	Sat. %	Sunday Responses	Sun. %	1994 Total	1994 Total %	1990** %	% Point Change
less than \$5,000	1,170	22.7%	610	26.9%	269	28.2%	2,049	24.5%	32.7%	-8.2
\$5,000 -- \$10,000	880	17.1%	444	19.6%	172	18.0%	1,496	17.9%	21.6%	-3.7
\$10,000 -- \$15,000	738	14.3%	317	14.0%	149	15.6%	1,204	14.4%	13.2%	1.2
\$15,000--\$20,000	495	9.6%	234	10.3%	98	10.3%	827	9.9%	8.9%	1.0
\$20,000--\$25,000	424	8.2%	140	6.2%	61	6.4%	625	7.5%	6.3%	1.2
\$25,000--\$30,000	296	5.7%	100	4.4%	60	6.3%	456	5.4%	4.7%	0.7
\$30,000--\$40,000	390	7.6%	147	6.5%	37	3.9%	574	6.9%	5.1%	1.8
\$40,000--\$50,000*	293	5.7%	90	4.0%	42	4.4%	425	5.1%	7.5%	-2.4
\$50,000 or more *	467	9.1%	186	8.2%	65	6.8%	718	8.6%	NA	NA
	5,153		2,268		953		8,374			

\*Highest income category in 1990 survey was "more than \$40,000"

\*\* 1990 income brackets have not been adjusted for inflation

## CAR AVAILABILITY

**Question 11B:** *Do you have a car available for this trip?*

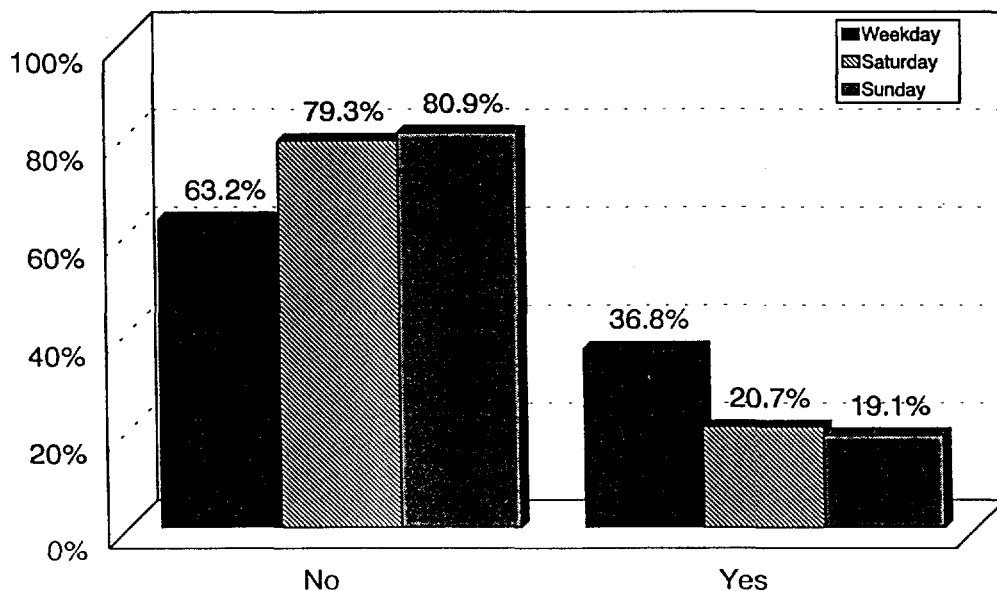
Almost 65 percent (63.2 percent) did not have a car available for the trip for weekdays. On weekends, the percentage rose to 79.3 percent on Saturdays and 80.9 percent on Sundays. In total, 69.3 percent of all riders did not have a car available for the trip.

The number of riders who had a car available for the trip has risen by 7.4 percent since 1990 and an additional 9 percent since 1988, showing a steady increase in the number of riders choosing to ride the bus over driving.

## CAR AVAILABILITY

Car Availability	Weekday	Wkday %	Saturday	Sat. %	Sunday	Sun. %	1994 Total	1994 Total %	1990 %	% Point Change
No	3,026	63.2%	1,602	79.3%	647	80.9%	5,275	69.3%	76.7%	-7.4
Yes	1,761	36.8%	419	20.7%	153	19.1%	2,333	30.7%	23.3%	7.4
Total	4,787		2,021		800		7,608			

## Car Availability



Source: 1994 O & D Survey

## CAR OWNERSHIP

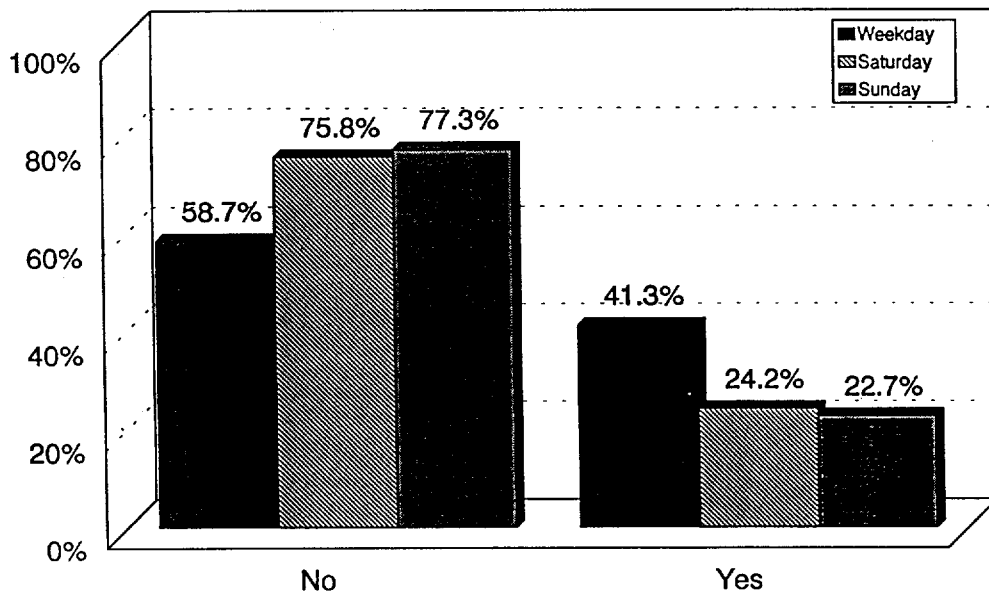
### Question 11A: *Do you own a car?*

This is the first Origin and Destination Survey that asked LTD riders whether or not they own a car. Over 65 percent of all respondents said they do not own a car. As with Car Availability, the percentage of those who said they own a car is significantly higher during the weekdays than the weekends. The discrepancy between weekday and weekend rider car ownership is due to weekend riders having less income, and thus are more transit dependent.

### DO YOU OWN A CAR?

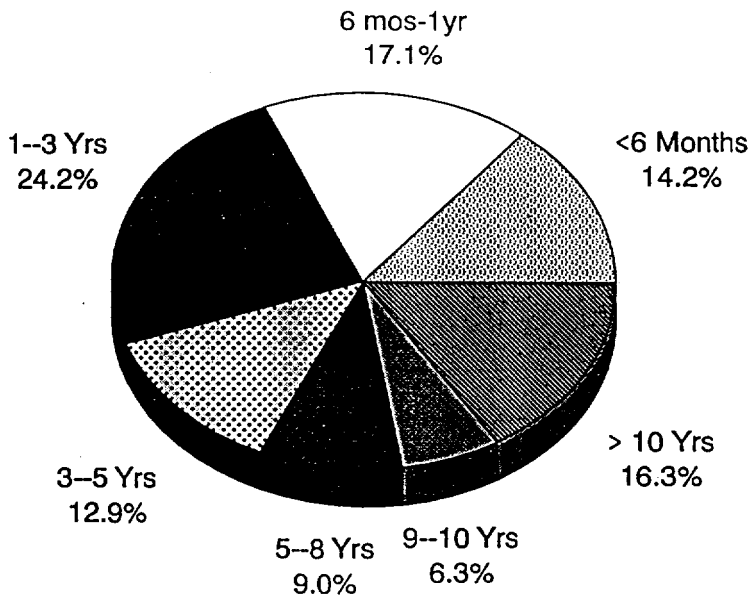
Do You Own A Car?	Weekday	Wkday %	Saturday	Sat. %	Sunday	Sun. %	1994 Total	1994 Total %
No	3,633	58.7%	2,131	75.8%	890	77.3%	6,654	65.5%
Yes	2,559	41.3%	681	24.2%	261	22.7%	3,501	34.5%
Total	6,192		2,812		1,151		10,155	

### Do You Own A Car?



Source: 1994 O & D Survey

# LENGTH OF TIME RIDDEN LTD



Source: 1994 O&D Survey

## LENGTH OF TIME HAVE RIDDEN LTD

**Question 19:** *How long have you ridden LTD buses?*

Well over half of the customers surveyed responded that they have been riding LTD buses three years or less. Slightly less answered the same way in 1990. Service improvements and the shift of customers toward longer term fare instruments, especially the Group Pass, may mean that many customers are staying with the system longer.

Riders who have ridden five years or less account for almost 70 percent of weekday riders, compared to approximately 65 percent for weekends. Conversely, the "five-year's-plus" riders account for a higher percentage of weekend ridership. There was virtually no change in the percentage of riders who have ridden LTD greater than five years between 1990 and 1994.

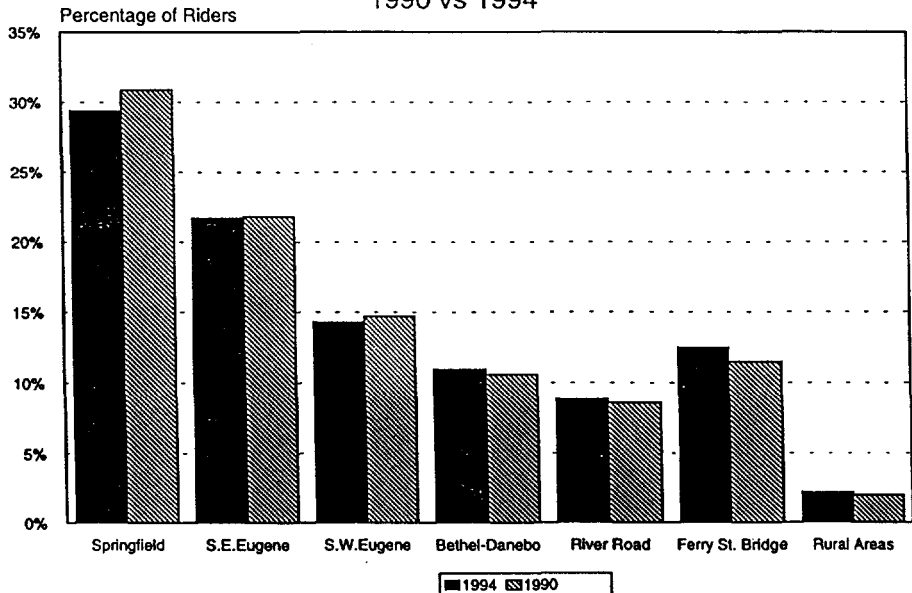
### LENGTH OF TIME RIDDEN LTD

How Long Ride LTD?	Weekday Responses	Wkday %	Saturday Responses	Sat. %	Sunday Responses	Sun. %	1994 Total	1994 Total %	1990 %	% Point Change
<6 mos	665	12.1%	326	13.0%	127	12.4%	1,118	12.4%	14.2%	-1.8
6 mos-1yr	834	15.1%	320	12.8%	134	13.1%	1,288	14.2%	17.1%	-2.9
1-3 yrs	1,509	27.4%	655	26.1%	244	23.8%	2,408	26.6%	24.2%	2.4
3-5 yrs	771	14.0%	334	13.3%	164	16.0%	1,269	14.0%	12.9%	1.1
5-8 yrs	550	10.0%	249	9.9%	109	10.6%	908	10.0%	9.0%	1.0
8-10 yrs	316	5.7%	175	7.0%	76	7.4%	567	6.3%	6.3%	0.0
>10 yrs	863	15.7%	449	17.9%	170	16.6%	1,482	16.4%	16.3%	0.1
Total	5,508		2,508		1,024		9,040			

SUNDAY	1990				
Sector	Sunday	1994 %	Sunday	1990 %	% Pt. Change
Springfield	1,630	35.7%	1,431	35.3%	0.4%
SE Eugene	782	17.1%	704	17.4%	-0.3%
SW Eugene	602	13.2%	472	11.7%	1.5%
Bethel Danebo	576	12.6%	503	12.4%	0.2%
River Road	314	6.9%	364	9.0%	-2.1%
Ferry St. Bridge	662	14.5%	577	14.2%	0.3%
Rural	N/A		N/A		
Total	4,566	100.00%	4,051	100.00%	

## Sector

1990 vs 1994



Source: 1990 and 1994 O & D Surveys



## SECTOR

**Question:** *Not a question answered by respondents. Answer supplied by survey distributor.*

Survey results indicate that the largest percentage of riders use the buses in the Springfield sector. This is a reflection of the high level of service on routes such as the #11 and #12, plus the strong support from people who live in the sector with the largest population.

Riders using the Southeast Eugene and Southwest Eugene buses account for the second and third largest percentage of riders. These areas include large concentrations of University students and probably attract a high number of riders from that population.

### GEOGRAPHIC SERVICE SECTORS BY DAY TYPE

WEEKDAY	1990				
Sector	Weekday	1994 %	Weekday	1990 %	% Pt. Change
Springfield	5,325	26.9%	5,299	28.9%	-2.0%
SE Eugene	4,799	24.3%	4,494	24.5%	-0.2%
SW Eugene	3,129	15.8%	2,948	16.1%	-0.3%
Bethel Danebo	2,050	10.4%	1,822	9.9%	0.4%
River Road	1,858	9.4%	1,596	8.7%	0.7%
Ferry St. Bridge	2,038	10.3%	1,678	9.2%	1.2%
Rural	562	2.8%	491	2.7%	0.2%
Total	19,761	100.00%	18,328	100.00%	

SATURDAY	1990				
Sector	Saturday	1994 %	Saturday	1990 %	% Pt. Change
Springfield	2,799	31.6%	2,511	33.3%	-1.7%
SE Eugene	1,613	18.2%	1,313	17.4%	0.8%
SW Eugene	1,013	11.4%	969	12.9%	-1.4%
Bethel Danebo	1,022	11.6%	838	11.1%	0.4%
River Road	770	8.7%	603	8.0%	0.7%
Ferry St. Bridge	1,455	16.4%	1,177	15.6%	0.8%
Rural	176	2.0%	121	1.6%	0.4%
Total	8,848	100.00%	7,532	100.00%	

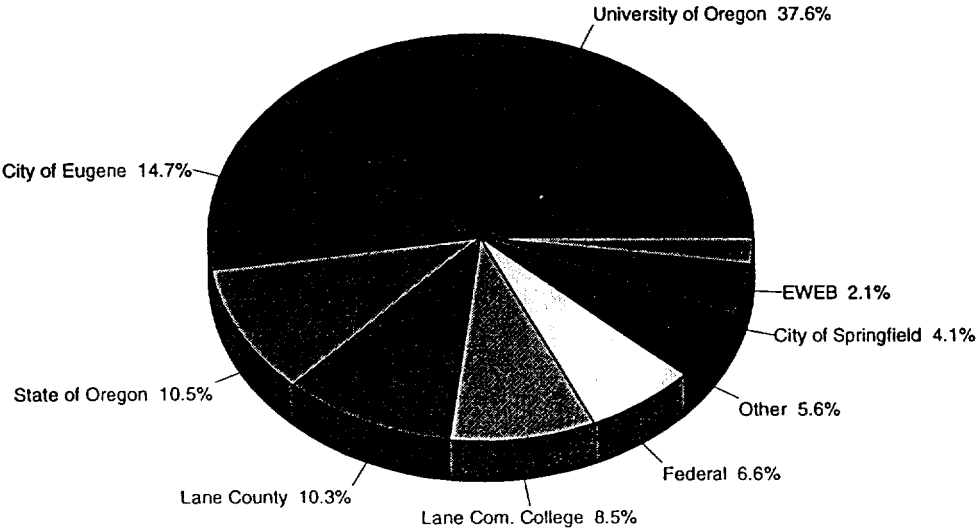
The largest number of riders who said they were public employees were those working at the University of Oregon, followed by employees at the City of Eugene.

Since riders may have chosen more than one category, many of the riders who checked the “UO Student” category may also be an employee of one of the organizations offered in the answer categories.

TYPE OF PUBLIC EMPLOYEE

Type of Public Employee	1994 Total	1994 %
University of Oregon	504	37.6%
City of Eugene	197	14.7%
State of Oregon	140	10.5%
Lane County	138	10.3%
Lane Com. College	114	8.5%
Federal	88	6.6%
Other	75	5.6%
City of Springfield	55	4.1%
EWEB	28	2.1%
Totals	1,339	

Type of Public Employee



**RIDER OCCUPATION**

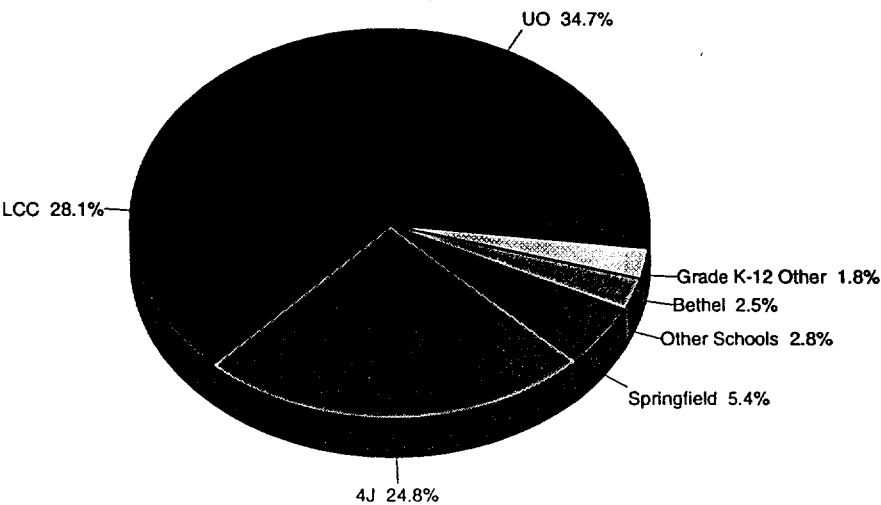
**Question 9 & 10:**      *Are you a student? Are you a public employee? (Mark all that apply.)*

A majority of riders (51 percent) answered “yes” to the question “are you a student”? These respondents are mainly UO students, followed by Lane Community College and 4J school district students.

**TYPE OF STUDENT**

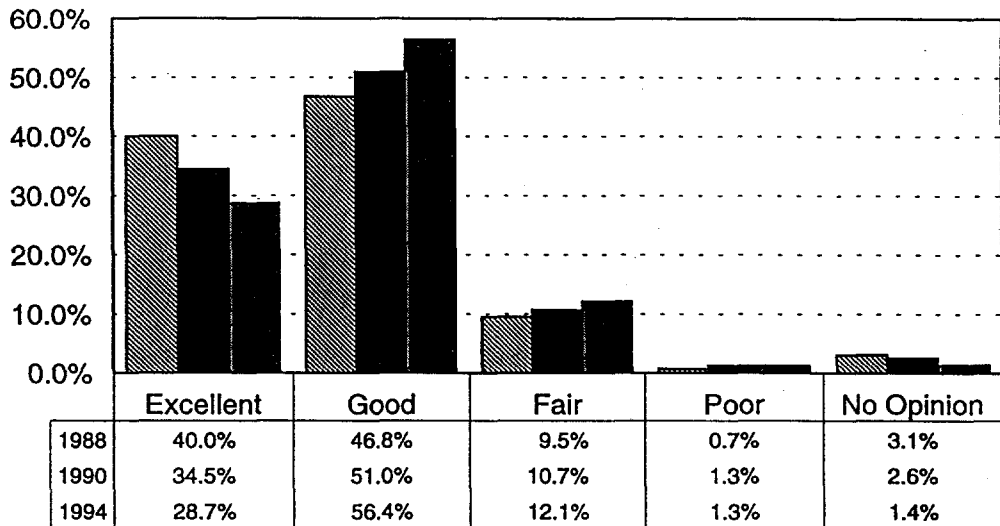
Type of Student	1994 Total	1994 %
UO	1,977	35%
LCC	1,600	28%
4J	1,411	25%
Springfield	306	5%
Other schools	157	3%
Bethel	140	2%
Grade K-12 Other	105	2%
Totals	5,696	

**Type of Student**



Source: 1994 O & D Survey

# LTD Performance Rating



1988 1990 1994

Source: 1988, 1990 & 1994  
O&D Surveys

## IMPROVEMENTS NEEDED

**Question 18:** *If three improvements could be made to LTD service in general, which of the following would you choose? (Please list in order of importance 1,2,3 and select only three.)*

The O&D Survey asked customers to choose improvements they would like to see made, and to rank these improvements in order of importance. The table below shows the distribution of responses that were given to each of the 16 categories. Under the category of ***Most Important***, 20.4 percent indicated that their top priority for improvement is “more frequent weekend service,” followed by a distant second tier of responses of “lower prices” (14 percent), “service to new areas” (11.8 percent), and “later weekend service” (9.8 percent). Other categories had much lower response rates.

Three categories emerged as predominant in the second most important priority (labeled ***Very Important***). Customers chose “more frequent weekend service” (19.5 percent), “later weekend service” (14 percent), and “later weekday service” (12.4 percent) as the top choices, with much lower percentages for the remaining categories. These same categories were also the overwhelming favorites as third most important (labeled ***Important***).

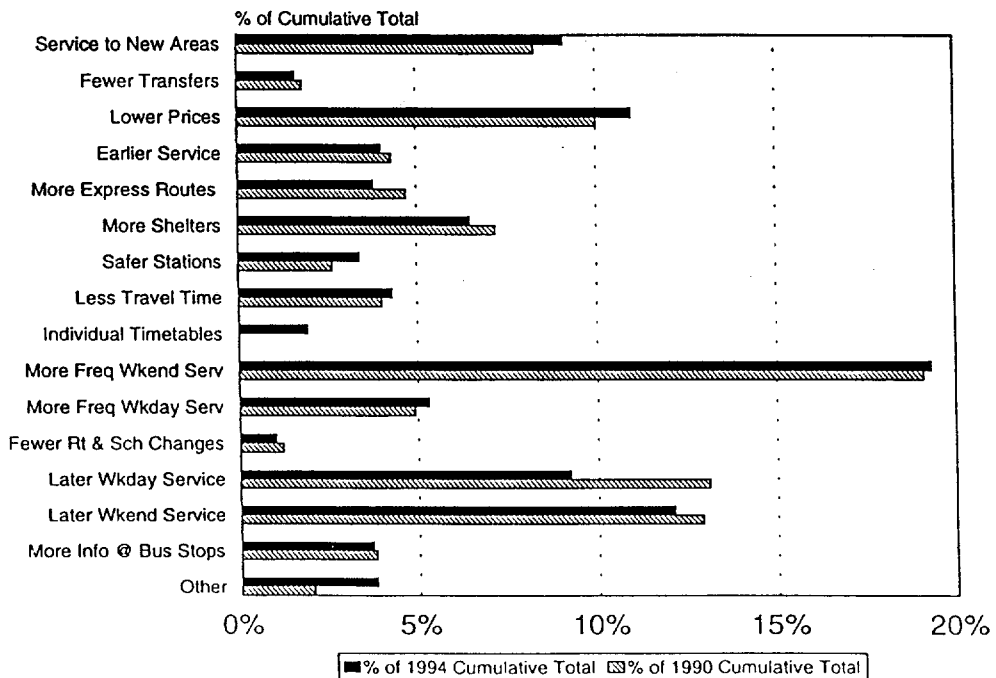
Cumulative Totals- Responses to the 16 categories have also been weighted, combined, and ranked by relative importance. The category “more frequent weekend service” makes the top of the list but does not dominate the other categories as it did in the ***Most Important*** column. The category “lower prices,” which ranks second in the ***Most Important*** column, is third among categories in cumulative totals. “Later Weekend Service” ranks second among categories in cumulative totals.

# IMPROVEMENTS NEEDED

TYPE OF IMPROVEMENT	Most Important	% of Resp.	Very Important	% of Resp.	% of Important	% of Resp.	Cumulative Total *	1994 Cum. %	1990 Cum. %	% Pt Change
Service to New Areas	1,032	11.8%	422	5.5%	465	6.8%	4,405	9.1%	8.3%	0.8
Fewer Transfers	137	1.6%	123	1.6%	97	1.4%	754	1.6%	1.8%	-0.2
Lower Prices	1,218	14.0%	586	7.6%	493	7.2%	5,319	11.0%	10.0%	1.0
Earlier Service	351	4.0%	316	4.1%	233	3.4%	1,918	4.0%	4.3%	-0.4
More Express Routes	335	3.8%	296	3.8%	243	3.6%	1,840	3.8%	4.7%	-0.9
More Shelters	520	6.0%	559	7.2%	450	6.6%	3,128	6.5%	7.2%	-0.8
Safer Stations	264	3.0%	306	4.0%	253	3.7%	1,657	3.4%	2.6%	0.8
Less Travel Time	338	3.9%	353	4.6%	366	5.4%	2,086	4.3%	4.0%	0.3
Individual Timetables	139	1.6%	158	2.0%	165	2.4%	898	1.9%	N/A	N/A
More Freq Wkend Serv	1,779	20.4%	1,506	19.5%	1,007	14.7%	9,356	19.3%	19.1%	0.2
More Freq Wkday Serv	401	4.6%	496	6.4%	356	5.2%	2,551	5.3%	4.9%	0.3
Fewer Rt & Sch Changes	56	0.6%	111	1.4%	111	1.6%	501	1.0%	1.2%	-0.1
Later Wkday Service	620	7.1%	958	12.4%	699	10.2%	4,475	9.2%	13.1%	-3.8
Later Wkend Service	852	9.8%	1,077	14.0%	1,166	17.1%	5,876	12.1%	12.9%	-0.8
More Info @ Bus Stops	253	2.9%	291	3.8%	463	6.8%	1,804	3.7%	3.8%	-0.1
Other	416	4.8%	159	2.1%	270	3.9%	1,836	3.8%	2.0%	1.8
Totals	8,711		7,717		6,837		48,404			

\*Cumulative totals are weighted as follows: Most Important= 3 pts, Very Important= 2 pts, Important = 1 pt.

## IMPROVEMENTS NEEDED



## REASONS FOR RIDING

**Question 20:** *What are the three main reasons you ride the bus? (Please list in order of importance 1,2,3 and select only three.)*

The O&D Survey asked customers to give reasons why they ride the bus. In accordance with the demographic profile of riders (low income, no car available for trip), it makes sense that the top responses under the category of **Most Important** would be "no other transportation" and "low cost," which were most often marked as the reasons for riding the bus. It should be noted that there was a huge disparity in the number of responses between the top two responses in this category. "No other transportation" received 47.8 percent of responses, while "low cost," the number two choice, received 10.6 percent of the responses. Customers chose "low cost" as the top response for the second priority (labeled **Very Important**), followed closely by "it's reliable." In the third priority choice (labeled **Important**), the top response was "it's reliable," followed distantly by "concern for the environment."

**Cumulative Totals** - Responses to the twelve reasons for riding have also been weighted, combined, and ranked by relative importance. The category "no other transportation" received the highest cumulative total (30.7 percent), consistent with the 1990 findings (28.9 percent). In fact, the highest four cumulative totals corresponded with the same four reasons in both 1990 and 1994.

## REASONS FOR RIDING THE BUS

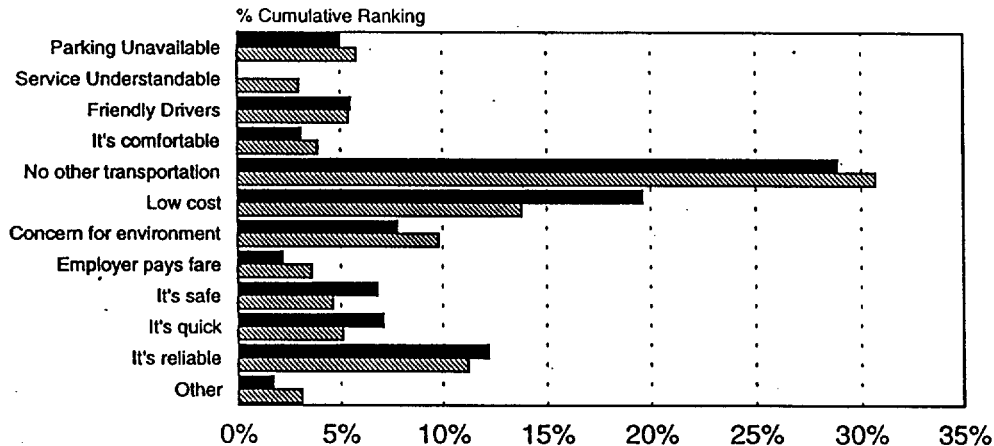
REASONS	Most Important	% of Resp.	Very Important	% of Resp.	Important	% of Resp.	Cumulative Total *	1994 Cum. %	1990 Cum. %	% Pt Change
Parking Unavailable	627	6.9%	329	4.5%	252	4.0%	2,791	5.8%	5.0%	0.8%
Service Understandable	206	2.3%	255	3.5%	312	4.9%	1,440	3.0%	NA	NA
Friendly Drivers	395	4.4%	468	6.4%	458	7.3%	2,579	5.4%	5.5%	-0.1%
It's Comfortable	243	2.7%	354	4.9%	444	7.0%	1,881	3.9%	3.1%	0.8%
No Other Transportation	4,324	47.8%	696	9.6%	401	6.4%	14,765	30.7%	28.9%	1.8%
Low Cost	956	10.6%	1,567	21.5%	622	9.9%	6,624	13.8%	19.6%	-5.8%
Concern for Environment	707	7.8%	922	12.7%	757	12.0%	4,722	9.8%	7.8%	2.0%
Employer Pays Fare	313	3.5%	305	4.2%	189	3.0%	1,738	3.6%	2.2%	1.4%
It's Safe	224	2.5%	466	6.4%	587	9.3%	2,191	4.6%	6.8%	-2.2%
It's Quick	252	2.8%	572	7.9%	535	8.5%	2,435	5.1%	7.1%	-2.0%
It's Reliable	502	5.5%	1,171	16.1%	1,522	24.1%	5,370	11.2%	12.2%	-1.0%
Other	300	3.3%	181	2.5%	234	3.7%	1,496	3.1%	1.7%	1.4%
Totals	9,049		7,286		6,313		48,032			

\* Cumulative totals are weighted as follows:

Most Important = 3 pts, Very Important = 2 pts, Important = 1 pt

# Reasons for Riding the Bus

## 1990 vs. 1994



Source: 1990 & 1994 O & D  
Surveys

■ 1990 ▨ 1994



## TYPE OF INFORMATION USED

**Question 22:** *Which of the following have you used in the past month for LTD information?  
(Please mark all that apply.)*

### Percent of Total Answers

Customers were asked to check all the types of information sources that they used in the last month. The percentage of total responses was calculated for each information source.

"Rider's Digest" was most often used by riders as a source of information. "Transit Station Information Displays" were indicated as the next most used source of information. . This is a shift from 1990, when "Information Displays" was followed by "Timetables" as the first and second choices, and reflects the removal of individual timetables from the system. "Telephone" and "Bus drivers" were among the top sources, as well. It would appear that "Media Ads" and "Posters On The Bus (OTB)" are not often used by riders as a source of information.

Since 1990, the categories which have experienced the most change in percentage points of total answers are "Rider's Digest," "Bus Stop Information Displays," and "individual timetables." Both "bus stop information displays" and "individual timetables" have dropped more than 7 percentage points since 1990, while "Rider's Digest" has gained 11.8 percentage points since 1990.

### Percent of Respondents who Answered

Responses for each source of information were divided by the total number of riders who checked one or more sources for this question.

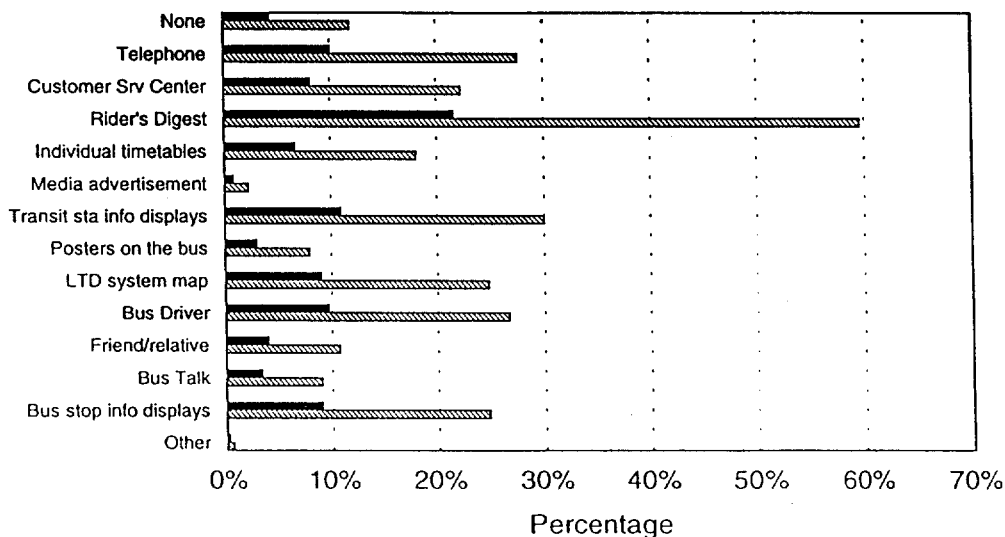
Well over half of the respondents (59.5 percent) in 1994 chose "Rider's Digest" as a type of information they have used in the path month, almost twice the percentage of respondents (30.7 percent) who chose it in 1990. Transit station information displays was the second most selected choice in 1994 (30.0 percent), while in 1990, six other types of information had been used more frequently than information displays (27.2 percent).

# LTD INFORMATION USED IN PAST MONTH

Type of Information Used in Last Month (Mark all that Apply)	1994 Total Responses	% of Total Responses			% Respondents who Answered (8,467 in 1994)		
		1994 %	1990 %	% Pt. Change	1994 %	1990 %	% Pt. Change
None	1,006	4.3%	2.5%	1.8	11.9%	7.8%	4.1
Telephone	2,337	10.0%	10.0%	0.0	27.6%	31.3%	-3.7
Customer Srv Center	1,884	8.1%	9.2%	-1.2	22.3%	28.9%	-6.6
<i>Rider's Digest</i>	5,040	21.6%	9.8%	11.8	59.5%	30.7%	28.8
Individual timetables *	1,532	6.6%	13.9%	-7.3	18.1%	43.5%	-25.4
Media advertisement	190	0.8%	1.2%	-0.4	2.2%	3.9%	-1.7
Transit sta info displays	2,538	10.9%	8.7%	2.2	30.0%	27.2%	2.8
Posters on the bus	670	2.9%	2.7%	0.2	7.9%	8.5%	-0.6
LTD system map	2,104	9.0%	7.1%	1.9	24.8%	22.1%	2.7
Bus driver	2,261	9.7%	10.9%	-1.2	26.7%	34.2%	-7.5
Friend / relative	910	3.9%	5.3%	-1.4	10.7%	16.7%	-6.0
<i>Bus Talk</i>	765	3.3%	N/A	-----	9.0%	N/A	-----
Bus stop info displays	2,099	9.0%	18.5%	-9.6	24.8%	58.2%	-33.4
Other (specify)	50	0.2%	0.2%	0.0	0.6%	0.8%	-0.2
Totals	23,386						

\* cut or copied from Rider's Digest

## LTD Information Used In Past Month



Source: 1994 O&D Survey

■ % Total Answers    ▨ % Total Respondents

## USEFULNESS OF INFORMATION

**Question 23:** *How useful is LTD information about routes, schedules, fares, and special services? (Please mark the appropriate box for each type of information.)*

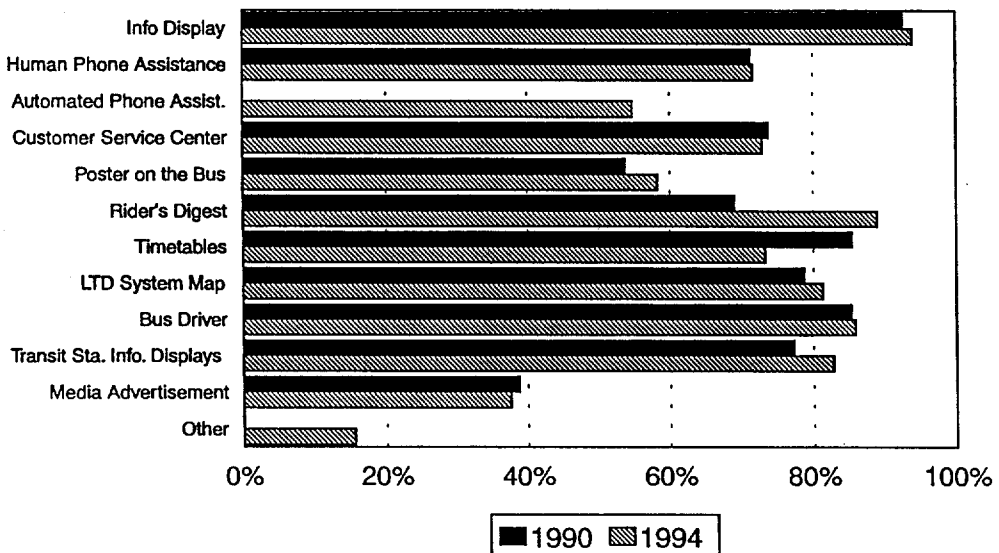
Customers were asked to consider each information item and decide on its degree of usefulness.

The graph below shows the sum of percentages for the **Moderately Useful** and **Very Useful** ratings. "Information Displays" scored highest (93.9 percent) by this measurement. "Rider's Digest" ranked second highest in usefulness (88.9 percent). The material that seemed to be least useful as a source of information was "media ads."

The percentages of many of the types of information have remained relatively constant since 1990 with the exceptions of the "Rider's Digest" and "timetables." "Rider's Digest" has gained 19.8 percentage points since 1990, while "timetables" has lost 12 percentage points since then. All categories have seen an increase in percentage points, with the exceptions of the "Customer Service Center," "timetables," and "media ads," which have lost percentage points.

### Usefulness of Information\*

1994 versus 1990



# USEFULNESS OF INFORMATION

Usefulness of Information		Very Useful		Moderately Useful		Not Useful		No Opinion		VERY + MODERATELY		
		# of	% of	# of	% of	# of	% of	# of	% of	Total	% Pt	
Year		Responses		Responses		Responses		Responses		Year	% Chg.	
Bus Stop Info Displays	1994	4,954	64.1%	2,304	29.8%	178	2.3%	294	3.8%	1994	93.9%	1.3
	1990		61.7%		30.9%		3.0%		4.4%	1990	92.6%	
Human Phone Assistance	1994	3,226	46.1%	1,778	25.4%	344	4.9%	1,644	23.5%	1994	71.6%	0.3
	1990		45.9%		25.3%		5.5%		23.2%	1990	71.3%	
Automated Phone Assist.	1994	1,468	24.0%	1,880	30.8%	770	12.6%	1,988	32.6%	1994	54.8%	N/A
	1990		N/A		N/A		N/A		N/A	1990	N/A	
Customer Service Center	1994	3,187	46.4%	1,820	26.5%	309	4.5%	1,555	22.6%	1994	72.9%	-0.9
	1990		50.6%		23.2%		4.1%		22.1%	1990	73.8%	
Poster on the Bus	1994	1,590	25.0%	2,121	33.3%	1,034	16.2%	1,624	25.5%	1994	58.3%	4.5
	1990		19.7%		34.1%		17.1%		29.1%	1990	53.8%	
Rider's Digest	1994	5,305	73.2%	1,134	15.6%	226	3.1%	582	8.0%	1994	88.9%	19.8
	1990		47.3%		21.7%		7.9%		23.1%	1990	69.0%	
Timetables	1994	3,092	46.9%	1,742	26.4%	471	7.1%	1,291	19.6%	1994	73.3%	-12.0
	1990		61.7%		23.6%		3.6%		11.1%	1990	85.3%	
LTD System Map	1994	3,498	50.9%	2,088	30.4%	437	6.4%	845	12.3%	1994	81.3%	2.5
	1990		47.8%		31.0%		6.2%		15.0%	1990	78.8%	
Bus Driver	1994	3,936	55.5%	2,147	30.3%	332	4.7%	674	9.5%	1994	85.8%	0.6
	1990		55.5%		29.7%		4.2%		10.6%	1990	85.2%	
Transit Sta. Info Displays	1994	3,523	53.0%	1,976	29.7%	278	4.2%	874	13.1%	1994	82.7%	5.4
	1990		47.5%		29.8%		5.1%		17.6%	1990	77.3%	
Media Advertisement	1994	866	14.0%	1,464	23.6%	1,492	24.1%	2,369	38.3%	1994	37.6%	-1.1
	1990		15.3%		23.5%		21.6%		39.6%	1990	38.8%	
Other	1994	69	10.8%	30	4.7%	16	2.5%	525	82.0%	1994	15.5%	N/A
	1990		N/A		N/A		N/A		N/A	1990	N/A	
Totals		34,714		20,484		5,887		14,265				



# LTD BUS RIDER SURVEY

Lane Transit District would like to find out about your use of the bus and your opinion about our service. Your answers to all of the questions on this survey will help us evaluate current service and plan for improvements. You may also be asked to fill out a survey on other bus trips. If you have ALREADY filled out a survey once, we need you to answer ONLY THE QUESTIONS IN THE BOX BELOW. This is so we can get accurate information about ridership patterns. PLEASE RETURN THIS SURVEY TO A SURVEYOR WHEN YOU ARE FINISHED. **THANK YOU.**

Rt# \_\_\_\_\_ Time \_\_\_\_\_  
Date \_\_\_\_\_ Surveyor \_\_\_\_\_  
Refused \_\_\_\_\_ DC \_\_\_\_\_  
**LTD USE ONLY**

Have you recently completed one of these surveys?

- \_\_\_\_ NO - THEN PLEASE FILL OUT THIS ENTIRE SURVEY (Questions 1-23).  
\_\_\_\_ YES - IF YOU HAVE ALREADY COMPLETED ONE OF THESE SURVEYS, PLEASE COMPLETE ONLY THE QUESTIONS IN THE BOX BELOW (Questions 1-8).

1) Where were you coming from when you boarded THIS bus? (mark only one)

\_\_\_\_ Home \_\_\_\_ Work \_\_\_\_ Medical appt \_\_\_\_ Shopping  
\_\_\_\_ School \_\_\_\_ Church \_\_\_\_ Social/recreation \_\_\_\_ Other (specify) \_\_\_\_\_

2) Where did you board THIS bus? (mark only one)

\_\_\_\_ At a transit station \_\_\_\_\_  
(which one?)

\_\_\_\_ At a bus stop at \_\_\_\_\_ and \_\_\_\_\_ in \_\_\_\_\_  
(street) (nearest cross street) (city)

3) Did you transfer from another bus to get to this bus?

\_\_\_\_ NO --> If NO, then how did you get to the transit station or bus stop?  
\_\_\_\_ Drove or rode in a car \_\_\_\_ Walked - how many blocks? \_\_\_\_\_ blocks  
\_\_\_\_ Bicycled \_\_\_\_ Other means (specify) \_\_\_\_\_

\_\_\_\_ YES --> If YES, where did you get on your previous bus? (Mark only one.)

\_\_\_\_ At a transit station \_\_\_\_\_  
(which one?)

\_\_\_\_ At a bus stop at \_\_\_\_\_ and \_\_\_\_\_ in \_\_\_\_\_  
(street) (nearest cross street) (city)

4) How did you pay for this trip? If you transferred from another bus, please indicate your original fare. (Mark only one.)

<b>CASH</b>	<b>TOKEN</b>	<b>PASS</b>	<b>GROUP PASS</b> - (passes provided through employer or school)
____ 75¢	____ large	____ monthly	____ UO student
____ 50¢	____ small	____ multimonth discount	____ LCOG
____ 35¢		____ day pass	____ UO employee
____ 25¢		____ LCC term pass	____ NCC
		____ other pass _____	____ UO Bookstore
			____ Sacred Heart
			____ State of Oregon
			____ Symantec
			____ City of Eugene

5) Where will you get off this bus? (mark only one)

\_\_\_\_ At a transit station \_\_\_\_\_  
(which one?)

\_\_\_\_ At a bus stop at \_\_\_\_\_ and \_\_\_\_\_ in \_\_\_\_\_  
(street) (nearest cross street) (city)

6) After getting off this bus, will you transfer to another bus?

\_\_\_\_ NO --> If NO, then how will you get to your destination after getting off this bus?  
\_\_\_\_ Drive or ride in a car \_\_\_\_ Walk - how many blocks? \_\_\_\_\_ blocks  
\_\_\_\_ Bicycle \_\_\_\_ Other means (specify) \_\_\_\_\_

\_\_\_\_ YES --> If YES, then you will transfer at (mark only one):

\_\_\_\_ A transit station \_\_\_\_\_  
(which one?)

\_\_\_\_ A bus stop at \_\_\_\_\_ and \_\_\_\_\_ in \_\_\_\_\_  
(street) (nearest cross street) (city)

7) Where are you going? (Mark only one.)

\_\_\_\_ Home \_\_\_\_ Work \_\_\_\_ Medical appt \_\_\_\_ Shopping  
\_\_\_\_ School \_\_\_\_ Church \_\_\_\_ Social/recreation \_\_\_\_ Other (specify) \_\_\_\_\_

8) Did you show or give the bus driver a transfer slip as fare payment for this trip?

\_\_\_\_ NO  
\_\_\_\_ YES --> If YES, are you using the transfer slip as fare payment for a round trip? (In other words, you got the transfer slip during your trip to your destination and now you are using it as proof of fare payment for this return trip)  
\_\_\_\_ NO \_\_\_\_ YES

9) Are you a Student? \_\_\_\_ NO \_\_\_\_ YES --> If YES, then mark all that apply below:

\_\_\_\_ 4-J District - grade K-12 \_\_\_\_ Grade K-12 at \_\_\_\_\_  
\_\_\_\_ LCC - main campus \_\_\_\_ UO (which district?)  
\_\_\_\_ LCC - downtown center \_\_\_\_ Other \_\_\_\_\_

10) Are you a public employee? \_\_\_\_ NO \_\_\_\_ YES --> If YES, then mark all that apply below:

\_\_\_\_ EWEB \_\_\_\_ LCC \_\_\_\_ State of Oregon (other than UO)  
\_\_\_\_ Federal govt. \_\_\_\_ UO \_\_\_\_ City of Eugene  
\_\_\_\_ Lane County \_\_\_\_ City of Springfield \_\_\_\_ Other \_\_\_\_\_

**PLEASE CONTINUE ON THE OTHER SIDE.**

- 11) Do you own a car? \_\_\_\_ NO \_\_\_\_ YES  
Did you have a car available for this trip? \_\_\_\_ NO \_\_\_\_ YES
- 12) Please put a "1" next to the type of transportation you use the most often during the week and a "2" next to the type you use the second most often. (Mark ONLY two.)  
 \_\_\_\_ Bus \_\_\_\_ Car  
 \_\_\_\_ Bike \_\_\_\_ Walk  
 \_\_\_\_ Carpool \_\_\_\_ Motorcycle/Moped  
 \_\_\_\_ Other (specify) \_\_\_\_\_
- If you listed "Bus" as the type of transportation you use most often used (#1), how long has the bus been your most often used type of transportation? \_\_\_\_ Months -or- \_\_\_\_ Years
- 13) What is your age? \_\_\_\_ Years Are you: \_\_\_\_ Male \_\_\_\_ Female
- 14) What is your approximate annual HOUSEHOLD income (includes all members of your household)?  
 \_\_\_\_ Less than \$5,000 \_\_\_\_ \$15,000 - \$19,999 \_\_\_\_ \$30,000 - \$39,999  
 \_\_\_\_ \$5,000 - \$9,999 \_\_\_\_ \$20,000 - \$24,999 \_\_\_\_ \$40,000 - \$49,999  
 \_\_\_\_ \$10,000 - \$14,999 \_\_\_\_ \$25,000 - \$29,999 \_\_\_\_ Over \$50,000
- 15) How many one-way trips do you plan to take by bus TODAY? \_\_\_\_ Trips  
(NOTE: count a trip from starting place to destination as one (1) one-way trip, even if you have to transfer between buses. Count a round trip as two (2) one-way trips.)
- 16) How many one-way trips do you USUALLY take by bus during an average week?  
 \_\_\_\_ None  
 \_\_\_\_ Less than one per week  
 \_\_\_\_ One or more trips --> Write in number of trips per week \_\_\_\_\_
- 17) Compared to May, 1993, has your ridership:  
 \_\_\_\_ Decreased \_\_\_\_ Did not ride in May 1993 or before  
 \_\_\_\_ Increased \_\_\_\_ Stayed about the same
- 18) If three improvements could be made to LTD service in general, which of the following would you choose? (Please list in order of importance 1,2,3 and select only three.)
- |                                     |  |
|-------------------------------------|--|
| ____ Service to new areas           | ____ More frequent weekend service       |
| ____ Fewer transfers                | ____ More frequent weekday service       |
| ____ Lower priced fares             | ____ Fewer route and schedule changes    |
| ____ Earlier service                | ____ Later service on weekday evenings   |
| ____ More express routes            | ____ (such as after midnight departures) |
| ____ More shelters                  | ____ Later service on weekend evenings   |
| ____ Safer transit stations         | ____ (such as 11:30 p.m. departures)     |
| ____ Less travel time               | ____ More information at bus stops       |
| ____ Print individual bus schedules | ____ Other (specify) _____               |
- 19) How long have you ridden LTD buses?  
 \_\_\_\_ Less than 6 months \_\_\_\_ 1 - 3 years \_\_\_\_ 5 - 8 years \_\_\_\_ More than 10 years  
 \_\_\_\_ 6 months - 1 year \_\_\_\_ 3 - 5 years \_\_\_\_ 8 - 10 years

- 20) What are the three main reasons you ride the bus? (Please list in order of importance 1,2,3 and select only three.)
- |                                 |                                   |                            |
|---------------------------------|-----------------------------------|----------------------------|
| ____ No parking available       | ____ No other transportation      | ____ It's safe             |
| ____ Service easy to understand | ____ Low cost                     | ____ It's quick            |
| ____ Friendly drivers           | ____ Concern for the environment  | ____ It's reliable         |
| ____ It's comfortable           | ____ My employer pays my bus fare | ____ Other _____ (specify) |
- 21) Overall, how would you rate Lane Transit District's performance?  
 \_\_\_\_ Excellent \_\_\_\_ Good \_\_\_\_ Fair \_\_\_\_ Poor \_\_\_\_ No opinion
- 22) Which of the following have you used in the past month for LTD information? (Please mark all that apply)
- |   |  |
|---|--|
| ____ None   | ____ Poster on the bus                 |
| ____ LTD telephone information                      | ____ LTD System Map                    |
| ____ Eugene Station Customer Service Center         | ____ Bus driver                        |
| ____ Rider's Digest (multi-page mailed booklet)     | ____ Friend/relative                   |
| ____ Timetables (cut or copied from Rider's Digest) | ____ "Bus Talk" (on-board newsletter)  |
| ____ Newspaper advertisement, radio, and T.V.       | ____ Information displays at bus stops |
| ____ Information displays at transit stations       | ____ Other (specify) _____             |
- 23) How useful is LTD information about routes, schedules, fares, and special services? (Please mark the appropriate box for each type of information.)
- |  | Very Useful | Moderately Useful | Not Useful | No Opinion |
|--|-------------|-------------------|------------|------------|
| Bus stop information displays          | ____        | ____              | ____       | ____       |
| LTD phone information                  | ____        | ____              | ____       | ____       |
| - human assistance                     | ____        | ____              | ____       | ____       |
| - automated assistance                 | ____        | ____              | ____       | ____       |
| LTD Customer Service Center            | ____        | ____              | ____       | ____       |
| Poster on the bus                      | ____        | ____              | ____       | ____       |
| Rider's Digest (multi-page book)       | ____        | ____              | ____       | ____       |
| Timetables (pocket-size bus schedules) | ____        | ____              | ____       | ____       |
| LTD System Map                         | ____        | ____              | ____       | ____       |
| Bus driver                             | ____        | ____              | ____       | ____       |
| Transit station information displays   | ____        | ____              | ____       | ____       |
| Newspaper advertisements, radio, T.V.  | ____        | ____              | ____       | ____       |
| Other (specify) _____                  | ____        | ____              | ____       | ____       |
- [Optional] How would you classify yourself?
- |                        |                             |                            |
|------------------------|-----------------------------|----------------------------|
| ____ Caucasian (white) | ____ Asian/Pacific Islander | ____ American Indian       |
| ____ Hispanic          | ____ African-American       | ____ Other _____ (specify) |

PLEASE RETURN THIS SURVEY TO THE SURVEYOR. THANK YOU.